EUROPEAN PATIENT DIGITAL HEALTH AWARDS (PDHA) 2023

CALL FOR APPLICATIONS

Leading healthcare company MSD, with the support of Digital Health Academy, announces the third fully European edition of the Patient Digital Health Awards (PDHA), an international strategic initiative that is designed to recognize the development and implementation of digital health solutions that improve care and quality of life for patients and their caregivers.

European PDHA 2023 intends to directly involve patients and patient advocacy associations in an auditing process that highlights their needs and capitalizes on their experiences as drivers of digital health thinking. As such, it integrates patient insights and gathers diverse experiences that trigger innovation; interact with patient advocacy organizations; create a positive synergy with the community; inspire policymakers by providing data and measurable insights that promote conversations about digital health needs, perspectives, and gaps, with the goal of connecting patients and innovators.

With this in mind, we have created three main award categories, which are as follows:

1.   Digital Prevention and Diagnostics

includes digital solutions that are focused on disease prevention, remote diagnostics tools, and the generation of patient data that can be used for early identification of disease risk and earlier diagnosis of existing conditions.

2.   New Ways of Interacting with Healthcare Teams and Providers, Mental Health and Social Support

encompasses new interaction models, knowledge sharing, event management, learning, and doctor-patient communication. Also aims at digital tools for improving patients' mental health, social support and solutions for developing healthier habits to improve clinical outcomes and quality of care and life.

3.   Disease Monitoring and Therapeutics

focuses on innovative solutions for monitoring patients and tracking disease progression and treatment effectiveness (short-, mid-, and long-term), and new algorithms that could predict the onset of acute events in chronic diseases. Such solutions include devices and innovative engineering, as well as systems that ensure safety and quality of care for both patients and healthcare professionals.

We are looking for digital solutions that are already being used with patients, and special attention will be given to those collaboratively developed with patients or patient organizations*.

Digital health tools include, but are not limited to:

- Apps and telemedicine platforms

- Digital therapeutics projects or products

- Artificial Intelligence and IoT products

- Wearable technologies and sensors

- Virtual and Augmented Reality tools

- Big Data/blockchain-based solutions

- Social media solutions

- Instant messaging systems or platforms

- Digital health and narrative medicine projects

This notice is regulated as follows.

ART.1: PARTICIPANTS

European PDHA's Call for Applications is open to individuals, patient associations, healthcare providers, scientific foundations, public or private universities and educational institutions, services companies, IT companies, and startups that are located within any of the following countries*:

- All European Union Member States: Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden
- All EFTA Members: Iceland, Lichtenstein, Norway, Switzerland
- The Balkans: Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia
- The United Kingdom

To submit a project in response to the Call for Applications, each participant or participating entity must provide the following information (a GDPR data-compliant template will be available online):

- Project leader (first name, last name, qualification, e-mail, phone)
- Legal entity/company name
- Fiscal code for individuals or tax code for entities/companies
- Administrative contact person (first name, last name, title, e-mail, phone)
- Number of projects submitted (each participant can submit up to three entries, however, only one may be awarded)
- Acknowledgement and acceptance of the conditions of the European PDHA's Call for Applications
- Acknowledgment that by participating in the European PDHA awards, your personal information will be processed solely for the purposes of the program and will be deleted afterwards. (Awardees will also be subject to an internal due diligence process before being granted their prize.)

ART. 2: SUBMISSION AND PARTICIPATION PROCESS

Proposals should be in English and submitted by filling in the online form at www.pdha.eu, which includes the following required fields:

- Rationale and objectives
- Methodology and methods for improving one of the above-mentioned areas
- Any results already available and/or expected results
- Current or expected collaboration with patients or Patient Associations and concrete evidence of such collaboration
- The use of innovative technologies
- Self-certified innovation must be compliant with GDPR and/or any other privacy law in place
- Further annexes, necessary to compile a fuller description of the submitted proposals, may also be submitted

Preferred, but not required:

- Business plan and concrete evidence of collaboration with patients or Patient Associations
- Any evidence of economic sustainability (in the long-term period) as proof of feasible go-to-market and/or viability

Applications must be submitted in their entirety on www.pdha.eu between **9th of May and 30th of June 6pm CEST**

* Projects funded by or developed in collaboration with pharmaceutical companies, including MSD, are ineligible for submission.

ART. 3: AREAS OF FOCUS

Eligible projects must be related to at least one of the following core categories:

1. **Digital Prevention and Diagnostics**

   includes digital solutions that are focused on disease prevention, remote diagnostics tools, and the generation of patient data that can be used for early identification of disease risk and earlier diagnosis of existing conditions.

2. **New Ways of Interacting with Healthcare Teams and Providers, Mental Health and Social Support**

   encompasses new interaction models, knowledge sharing, event management, learning, and doctor-patient communication. Also aims at digital tools for improving patients' mental health, social support and solutions for developing healthier habits to improve clinical outcomes and quality of care and life.

3. **Disease Monitoring and Therapeutics**

   focuses on innovative solutions for monitoring patients and tracking disease progression and treatment effectiveness (short-, mid-, and long-term), and new algorithms that could predict the onset of acute events in chronic diseases. Such solutions include devices and innovative engineering, as well as systems that ensure safety and quality of care for both patients and healthcare professionals.

For all the above, we are looking for already-implemented digital solutions being used with or by patients. Special attention will be given to solutions that have either been collaboratively developed with patients or patient organizations or those that have involved them in the process.

ART. 4: JUDGING PANEL MEMBERS

The judging panel will be composed of the following members:

Active Citizenships Network, Allied for startups, Cancer Patient Europe, DIGITALEUROPE, PHA Europe, World Bladder Cancer Patient Coalition, Young Coalition for Prevention and Vaccination, Youth Cancer Europe Patient Community

Further details concerning the judging panel members can be consulted at www.pdha.eu.

ART. 5: EVALUATION CRITERIA AND METHODS

The judging panel members will evaluate projects based on the following criteria:

PATIENT VALUE DIMENSION
• Collaboration with Patient Associations and Organizations
• Practicality and real-life usability
• Value and tangible end-user benefits for patients
• Test results and effectiveness (if available)

PROJECT/TECHNICAL DIMENSION

- Originality and relevance to patients' daily life
- Degree of technological innovation
- Project viability and development potential
- Sustainability and scalability

NUMERIC SCORING OF EVALUATION CRITERIA

The judging panel members will score projects individually according to how effectively they meet the evaluation criteria, then calculate the ranking of the top three finalists in the respective categories, with the award going to the highest scoring project in each. In the event of a tie, judges will vote to select a winner.

ART. 6: AWARDS

Winners will be awarded according to the category as follows:

- **Digital Prevention and Diagnostics**

  € 2.000

- **New Ways of Interacting with Healthcare Teams and Providers, Mental Health and Social Support**

  € 2.000

- **Disease Monitoring and Therapeutics**

  € 2.000

ART. 7: ANNOUNCEMENT OF WINNERS

Winners will be awarded according to the category as follows:

Winning projects will be published on the www.pdha.eu website. In addition to receiving a financial reward, winners will be given access to extended networking opportunities, and announced in press releases, providing them with heightened visibility.

ART. 8: PRIZE DISTRIBUTION TERMS AND CONDITIONS

The distributions of each prize will be defined in detail with the winners. Winners will be asked to provide all necessary details to proceed with the payment.